

PRESS RELEASE

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Kawasaki ZX10 Launch

Every year each of the competing manufacturer's release "new" Superbikes in order to stay one step ahead of each other.

As has become common practice in South Africa, the importers, as custodians of their respective brands, have resolved to stay one step ahead of the parallel importers which plays havoc with the market.

Chris Speight, MD of Kawasaki SA, decided that considering the importance and credence given to the distributor unveiling a bike, an informal press briefing and information session was to be held long before the grey importers managed to get their grubby hands on these giant killer machines.

With the assistance of the EmTek Racing Team a total of 3 new 2008 models were secured via airfreight into SA post haste (the exact location of why they were rerouted remains a mystery to some poor souls *down under* - but suffice to say we - being South Africa - got one over them).

Press Evening

It's Wednesday 5th March 18h30 at the **Kawasaki SA** headquarters and the entire EmTek race team is looking great in their new Team EmTek Kawasaki pit clothing. The sponsors and the press were all enjoying a few snacks and drinks while waiting in anticipation for the new ZX-10 to be unveiled.

Chris started proceedings by giving a brief overview of the importance of the custodians unveiling their brands and also gave a talk on plans for the product in the coming months. It was mentioned that a more formal "launch" of the motorcycle will be done around the April time frame.

The actual "road" bike was then formally unveiled by the Chief Technical Manager at Kawasaki, Gavin Lightfoot. The brand new bike looked resplendent in its standard form and the beauty of the bike is much more



impressive in the flesh as opposed to photographs. The mean machine made it's first appearance giving the press a good look and the opportunity to take photo's. The press hung around the bike like the proverbial fly around an Aussie's ears. However there was more to come!!

The facial expressions of all the sponsors and press said it all. Impressed..... Indeed.

[Introduction to EmTek Racing](#)



We gave everyone a chance to have a real good look at the ZX-10 before revealing the **Team EmTek Kawasaki** Riders for 2008. Kawasaki has not committed to a National Circuit racing team in almost 4 years and it was at this auspicious event that Chris unveiled his plans for 2008 for a proper works team to represent his brand. It must be noted that the introduction of the race team was timed so that EmTek Racing did not steal the show (he he he - unfortunately this happened in any case once the race bikes were revealed).

Millions of photos were taken and hundred's of litres of dewl cleaned up before Gilbert Parsons gave a (very) short speech, actually more of a thank you to Chris Speight, the KMSA team and to all the Team sponsors..... **Whom, without their support, the exciting year ahead for Team EmTek Kawasaki racing would not be possible.**

It was mentioned that no matter how good a rider is, and no matter how good a team tuner is, none of this is possible without the support and monetary

assistance given by the sponsors. The team sponsor is the organisation that is the glue that keeps a team together because without the glue (moola) everything falls apart - and this goes from the smallest contributor to the primary contributor - each one has a special role to play in the greater scheme of things.

The team's primary objective is to thank these sponsors by repaying them with a **WIN** at the end of the year. The # 1 plate is hoping to come home to the green green grass of KMSA.



A very special mention of THANKS was made to the Crew Chief Mr Ricky Morais who managed to turn two bog standard road bikes into full on race prepared National Specification (except for engine work) race bikes within 24 hours (to put this into perspective the fairings arrived from Holland 18 hours before launch time and they still had to be primed and painted in Kawasaki Green). This is a feat that not even Jeremy Burgess could have done *even with his fly swatter in hand*.

A very big shout out also went to the rest of the team that assisted Ricky such as Ryan, Adeline, Michelle etc and Armando Oliviera from **Trojan Panelbeaters**.

Then the moment came of truth came.

Quote "No one would have believed....." unquote.

The number 1 and 2 riders being Sheridan Morais and Chris Leeson were raised by a motorcycle lift, like two androids from Jeff Wayne's **War of the Worlds** and idled through into the room on their race bikes...WOW,

What an entrance! Both riders on their bikes fully resplendant in their racing leathers and Arai helmets on board. What a very special moment.

After all that excitement it was cool down time (or lap whatever takes your fancy), everybody chatted to the riders and took the last few pics with them and the team.

The entire event was really relaxed and successful with all the journalists socialising and having a good laugh amongst each other.



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